

Pharmanovia and Viadex: Customer Case Study

Viadex creates and supports a platform for growth; from start-up, to leadership, in the pharma sector



“Viadex created a robust and scalable IT infrastructure for Pharmanovia. As a dynamic and fast-growing business, we needed trustworthy support for anticipated expansion across a broad geographical footprint.

Viadex have been with us at every step, for every IT need. They've never stopped giving us the confidence that they're a partner for the future we can truly count on.”

- Alastair Hay, CFO, Pharmanovia

Meet Pharmanovia: Breathing new life into tried and tested medicines

Pharmanovia is a speciality pharma business that acquires, markets and develops mature (off-patent) branded medicines globally. The company started in 2013, in true pioneering spirit, with just four founding members working on laptops.

Its growth since then has been astounding. Pharmanovia now owns and manages a portfolio of over 20 medicines in over 140 markets. From sales of just a couple of million in 2013 to £39m in 2016, the company now forecasts sales of over £235 million by 2021; experiencing an annual growth rate of 43%. Since 2013, Pharmanovia has grown largely through acquisition and has completed over 10 major acquisitions over the past seven years.

Through a strategy which the company describes as 'Acquire | Market | Develop', Pharmanovia's goal is to build a business that is predictable, repeatable, and sustainable:

- **Acquire:** Its Projects team is experienced in transitioning 'mature' medicines seamlessly into its networks, working with vendors globally to ensure no disruption in supply to patients.
- **Market:** Its In Line teams are responsible for the post-transition cycle of medicines, ensuring that the highest standards of ethical medical practice are maintained; managing the supply chain to deliver high-quality medicines to patients and prescribers.

- **Develop:** Its Product Development team works with the company's other experts to make the most of the medicines that Pharmanovia acquires, developing new formulations for new markets.

IT at the heart of the business

The pharma industry is stringently, and essentially, regulated. Security of data is a pre-requisite, given the partners involved and the many stages between acquiring a medicine, manufacturing it, and distributing it globally.

Collaboration between a multitude of supply chain players, across a diversity of locations, crossing borders, time zones, cultures and practices, needs to be seamless. The company needs to employ standardised practices that are locally adaptable. It needs IT that is 100% reliable, robust, secure, and scalable.

As one of its foundational moves, Pharmanovia looked for a partner capable of meeting any and every technology requirement the business had then, and will have into the future.

From Pharmanovia's earliest days, Viadex has fulfilled this role.



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The challenge: To operate globally, collaborate freely, and grow rapidly

Pharmanovia engaged with Dave Rogers from Diligent Consultancy, an independent consultancy firm to undertake a 'landscape' review. This involved mapping out the key elements of an IT plan to tick all the boxes in addressing workflows that could enable users at any location to work just as effectively as they would if they were in the head office.

The review also identified the need for technology to support external parties when working with Pharmanovia, without compromising security. It called for a standardised approach that could support the rapid bringing onstream of new locations, regardless of geography, without any need for long drawn-out planning and heavy investment in IT hardware.

Complex systems, multiple locations

"At the top of our list was finding the best way to treat technology as an enabler in delivering our strategic goals," says Alastair Hay, CFO, Pharmanovia.

"In practical terms, this amounted to being able to run complex systems from multiple locations. We move at such a pace that all our specialists – in every discipline – need to know that they can turn on a device anywhere, go through the necessary security procedures, and then just carry on doing the great job they're doing. This is also a need we have across our manufacturing and supply chain partners."

A good fit from the start

Diligent Consultancy recommended Viadex, for what was going to be a multi-faceted task, requiring proven expertise across networking, security, backup and disaster recovery, cloud, and Infrastructure as a Service (IaaS); and that was just the initial shopping list. Viadex specialise in blending cloud and localised infrastructure solutions with an extensive range of support and security services for every technology need.

The Viadex Solution: Technology and more

To deliver the remote working capabilities that Pharmanovia wanted, Viadex proposed solutions around the network (addressing wireless connectivity, standardised across all sites in the Pharmanovia network), security, and IaaS; the fundamentals of an infrastructure that would propel Pharmanovia into the cloud, ready to take advantage of benefits that dovetailed with its rapid growth strategy.

"The idea of putting in a wireless solution came from Viadex," says Scott Rolfe, Head of IT, Pharmanovia. "The beauty of it is that we can standardise the solution over all our sites. Because it's a cloud-based solution, the only hardware we need is an internal network device authenticated to the domain, with sites linked through a VPN. Even on that front, sourcing the kit and getting it to the right locations, Viadex took care of everything."

For Viadex, 'taking care of everything' involved putting together detailed scopes of work, sourcing the equipment, and implementing the solution for each site remotely from the UK.

One such site was in India. To ensure replication of the infrastructure that was in place in the UK operation, Viadex configured the equipment at its own configuration centre, arranged the appropriate user licences, and dealt with the logistics and export license requirements of shipping to site. This aspect of the overall Pharmanovia journey also involved dealing with issues of local governance pertaining to Wi-Fi; which Viadex also took care of.

"We wanted to embrace remote working from Day One", says Alastair. "When we met with the Viadex team, they immediately understood our goals. They also had a track record across every one of the numerous technology areas we had identified in our landscape review, and they demonstrated profound capabilities of working for clients with global locations. It was a good fit from the start."



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The result: Enhanced business focus and long-term user-centric support

“The standardisation that framed the Viadex solutions will allow us to grow at the pace we need to,” says Scott. With the same governance on all sites, and security assured (through 2-factor authentication) on contractor devices, visitors can connect easily, with no security compromise, enabling easier online meetings.

“Viadex give us best practice support that makes us agile for growth, using a standard platform remotely supported,” says Scott. Viadex recommended, provisioned, and deployed the iLand Secure Cloud Platform.

Scott says that iLand provides “a good core baseline for the many systems we now use, such as Sage X3 enterprise resource planning (ERP) and material requirements planning (MRP), pharma-specific tools (Esko, Navitas pharmaREADY, Qualsys), and collaboration tools like Salesforce, Microsoft Office 365, and 8x8”. The iLand platform is secure and highly resilient, including disaster recovery. It’s available from ten global datacentres, providing Pharmanovia with the ability and flexibility to provision infrastructure wherever they need it, as the company continues to grow.

Things have come a long way since Pharmanovia’s first four laptops. The company now employs 110 people across four offices in the UK, Denmark and India, all seamlessly connected. Alastair Hay sees Viadex as playing an important role in the company’s further growth:

“We look upon the Viadex team as a partner for the long-term. For our infrastructure, our security, our connectivity, and – above all – a best-in-class user experience from any device, anywhere, at any time, we rely on Viadex to do our thinking for us. We trust them to do that. Having them on side gives us the scope, the time, the support, and the technical capabilities, to focus on doing what we do best: getting medicines to patients.”

About Viadex

Experience: Viadex work with best-in-class global partners to deliver tried and tested approaches and engagement models, following a robust framework approach to ensure justifiable outcomes and reduce project risks.

Direction: In an increasingly competitive environment, a ‘one size fits all’ approach to IT rarely addresses your objectives: reducing risk, reducing costs or improving efficiencies.

Precision: Our structured methodology analyses your current mode of operation (CMO) to best define the scope of the IT solution, aligned to the needs of the business now and into the future.

Focus: Viadex provide tactical and strategic IT direction to help focus on your current and future business goals and long-term strategy.

